

Message Text

PAGE 01 STATE 215776

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R 110003Z SEP 75

FM SECSTATE WASHDC

TO AMEMBASSY TAIPEI

UNCLAS STATE 215776

E.O. 11652: N/A

TAGS: BEXP; TW

SUBJECT: MARKET DATA; REQUEST FOR SUPPLEMENTARY INFORMATION

--- HEALTH INDUSTRIES EQUIPMENT-REPUBLIC OF CHINA

1. PRELIMINARY ANALYSIS INDICATES THAT PROSPECTS FOR INCREMENTAL EXPORT SALES BY U.S. SUPPLIERS OF THE PRODUCT CATEGORY MERIT FURTHER CONSIDERATION OF A TECHNICAL SEMINAR IN THE COUNTRIES OF REPUBLIC OF CHINA, KOREA, AND THE PHILIPPINES. A FIRM DECISION TO STAGE THE PROMOTION REQUIRES ACTION POST PROVISION OF CONFIRMING MARKET DATA, SUPPLEMENTAL TO THAT NOW AVAILABLE IN COMMERCE. THIS INFORMATION WILL ALSO BE USED, IF THE DECISION IS AFFIRMATIVE, TO PRODUCE PROMOTIONAL LITERATURE.

2. PRODUCT CATEGORY DESCRIPTION-THE PARAMETERS OF THE SUBJECT PRODUCT THEME ARE DESCRIBED BY THE FOLLOWING PRODUCT SUB-CATEGORIES AND/OR PRODUCTS. PERTINENT BTN/SITC STATISTICAL REPORTING CATEGORIES ARE PROVIDED.

SIC NOS.	CLASS	EXEMPLARY PRODUCTS
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UNCLASSIFIED

PAGE 02 STATE 215776

35645	DUST COLLECTION AND
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---	OTHER AIR PURIFICA-
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---	TION EQUIP. FOR SURGICAL AND LAB
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---	HEAT, VENTILAT AND ROOM PURIFIERS
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---	AIR COND. SYS.
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35731, 35732, MEDICAL EDP SYSTEMS, COMPUTERS FOR EKG

7372 INCL. SOFTWARE ANAL., COMPUTERS

---- FOR CHEMICAL ANAL.,

---- COMPUTERS FOR LUNG

---- FUNCTION TESTS.

36621 RADIO COMMUNICATION MOBILE RADIO SYS-

--- EQUIPMENT TEMS FOR AMBULANCES

3662241 CLOSE CIRCUIT TV OPERATING ROOM TO

366262, ULTRASONIC EQUIPMENT, ULTRASONIC CLEANING

366264 TELEMETERING SYS. FOR OPERATING ROOMS

--- ULTRASONIC SCANNERS

3693 X-RAY AND ELECTRO MEDICAL X-RAY EQUIP.

--- THERAPEUTIC DIATHERMY, EEG, EKG.

--- APPARATUS

38112 LAB AND SCIENTIFIC BLOOD TESTING

--- INSTRUMENTS EQUIPMENT

.382 521 WAVE FORM MEASURING OSCILLOSCOPES,

--- AND/OR ANALYZING OSCILLOGRAPHS

--- EQUIPMENT

38294-06, NUCLEAR RADIATION,

38294-06, NUCLEAR RADIATION,

38294,07 DETECTION AND

--- MONITORING INSTR. MEDICAL MONITORS,

--- IN VIVO COUNTING

--- SYSTEM

UNCLASSIFIED

PAGE 03 STATE 215776

38321 OPTICAL INSTRUMENT CHROMATOGRAPHS,

--- AND LENSES-ANAL. SPECTROGRAPHS,

--- INSTR. FIBER OPTICS DE-

--- VICES

3841 SURGICAL AND MEDICAL DX APPARATUS

--- INSTR. ORTHOPEDIC INSTR.

3842 SURGICAL APPLIANCES STERLIZERS, DISPOS-

--- AND SUPPLIES ABLE DRESSINGS,

--- DRAPES, PADS

3. BASIC DATA-OIM'S PRELIMINARY ANALYSIS PROVIDES THE
FOLLOWING SALIENT MARKET DATA:

STATISTICAL:

-- A) U.S. EXPORTS OF THE AGGREGATE PRODUCT CATEGORY TO
 -- REPUBLIC OF CHINA ACCORDING TO FT10 WERE AS
 -- FOLLOWS FOR THE YEARS INDICATED:

U.S. EXPORTS TO REPUBLIC OF CHINA-MEDICAL EQUIPMENT

VALUE US DOLLAR		
SITC NO.	NAME OF CLASS	1973
861714	DX INSTR. N.E.C.	66 485
861715	MED. SURG. OPHTH AND	'987 524
----	VET INSTR. N.E.C.	
861722	RESPIRATORY APPL.	482 659
861971	INSTR.-LAB AND SCI-	
---	LIQ. OR GAS	29 153
861981	INSTR.-LAB. AND SCI.	
--	PHYS. OR CHEM. ANAL.	160 262
8619822	INSTR. FOR CHEM. ANAL.	
--	EXC. PROCESS	91 438

UNCLASSIFIED

PAGE 04 STATE 215776

8611983	INSTR.-OPTICAL SPECTRO-	
---	METER, ETC.	130 481
8619933	PARTS-OPTICAL LAB. AND	
---	SCI. INSTR.	212 433
719232	DUST COLLECT. AND	
---	PURIF. N.E.C.	46 286
---	TOTAL	2 206 721 DOLLARS

B.) ACCORDING TO MONTHLY STATISTICS OF TRADE, REPUBLIC
 OF CHINA, DECEMBER 1974 AND DECEMBER 1973 IMPORTS WERE
 AS FOLLOWS FOR 1974-3:

--- REPUBLIC OF CHINA IMPORTS-MEDICAL EQUIPMENT 1974-73

VALUE NT DOLLARS(000S)			
ROC CLASS NO.	NAME OF CLASS	1974	1973
9017	MED. DENTAL, SURG.		
---	AND VET. INSTR. AND		
---	APPL.	188 195	122 769

--- FROM US 61 153 49 053
 --- FROM JAPAN 98 491 58 590

9018 MECHANO-THERAPY

--- APPL: MASSAGE,
 --- BREATHING, PSYCHOL.
 --- TEST. 12 008 55 805
 --- FRO US 6 316 8 455(1)
 --- FROM JAPAN 4 393 4 731

9019 ORTHOPEDIC APPL. 24 653 10 512

--- FROM US 6 742 3 000
 --- FROM JAPAN 14 538 6 642

9020 X-RAY EQUIP. 73 855 50 049

--- FROM US 12 432 18 910
 --- FROM JAPAN 44 728 23 109

UNCLASSIFIED

PAGE 05 STATE 215776

9025 INSTR. AND APPARATUS

--- FOR PHYSICAL OR CHEM.
 --- ANAL. (2) 105 897 43 380
 --- FROM US 65 755 22 278
 --- FROM JAPAN 16 594 11 066

---TOTAL 404 608 282 515
 --- FROM US 152 398 101 696
 --- FROMJAPAN 178 744 104 138

(1) WEST GERMANY WAS 1ST WITH 39539 NT DOLLARS WORTH-IN
 ALL OTHERS, U.S. AND JAPAN ARE LEADERS.

(2) INCLUDES OTHER THAN JUST MEDICAL INSTRUMENTS.

OF IMPORTTOTALS ABOVE:

--- EQUIVALENTS IN US DOLLARS US DOLLARS (000S)

--- NT DOLLARS (000S)

TOTALS 1974 1973 1974 1973

--- 404608 282515 10650 7435

FROM , ,

US 152398 101696 4010 2676

FROM , ,

JAPAN 178744 104138 4700 2740

PERCENT CHANGE IN VALUE OF IMPORTS-1973 TO 1974

TOTAL PLUS 43 PERCENT

FROM US PLUS 50 PERCENT

FROM JAPAN PLUS 72 PERCENT

EXCHANGE RATE USED: 38 NT DOLLARS EQUAL 1 US DOLLAR

C) U. S. SHARE OF IMPORT MARKETS OVER THE LAST THREE YEARS FOR WHICH COMPLETE STATISTICS ARE AVAILABLE, APPEAR TO HAVE BEEN AS FOLLOWS:

U.S. IMPORT SHARE:
UNCLASSIFIED

PAGE 06 STATE 215776

--- 1974 38 PERCENT
--- 1973 36 PERCENT

D) MAJOR COMPETITOR COUNTRIES IN THE TARGET MARKETS HAVE BEEN:

--- JAPAN WITH: 37 PERCENT OF IMPORTS IN 1973

END-USER DEMAND FACTORS

--- A. DATA AVAILABLE TO COMMERCE SUGGESTS THAT PRINCIPAL
--- END-USER SECTOR ARE LIKELY TO BE AS FOLLOWS:

--- 25 PROVINCIAL HOSPITALS
--- 18 CITY AND COUNTY HOSPITALS
--- 362 HEALTH STATIONS IN TOWNSHIPS AND DISTRICTS,
--- MILITARY HOSPITALS
--- 216 PRIVATE HOSPITALS
-- 3717 PRIVATE CLINICS

SPECIAL FACILITIES INCLUDE:

--- 3 PROVINCIAL MENTAL HOSPITALS
--- 1 PROVINCIAL LEPROSARIUM
--- 1 PROVINCIAL MATERNAL AND CHILD HOSPITAL
--- 1 PROVINCIAL HYGIENE LAB
--- 1 PROVINCIAL INST. OF ENVIRONMENTAL SANITATION
--- 1 PROVINCIAL MALARIA RESEARCH INST.
--- 1 PROVINCIAL MATERNAL AND CHILD RESEARCH INST.
--- 1 PROVINCIAL INST. OF HEALTH
--- 1 PROVINCIAL SERUM AND VACCINE LAB
--- 1 PROVINCIAL TB CONTROL BUREAU
--- 4 PROVINCIAL TB SANITARIA
--- 1 MUNICIPAL COMMUNICABLE DISEASE CONTROL CENTER
--- 1 MUNICIPAL MENTAL HOSPITAL
--- 1 MUNICIPAL MATERNITY HOSPITAL

--- 1 MUNICIPAL TB CENTER
--- 1 MUNICIPAL FAMILY PLANNING CENTER
--- 1 MUNICIPAL PUBLIC HEALTH, TEACHING AND DEMONSTRATION
UNCLASSIFIED

PAGE 07 STATE 215776

--- CENTER

--- PLUS: INDUSTRIAL MEDICAL FACILITIES AND

--- PHARMACEUTICAL FIRMS

4. ACTION REQUESTED - ACTION ADDRESSEE IS REQUESTED TO EXAMINE THE FOREGOING DATA (FOR ITS COUNTRY) FOR ACCURACY. BECAUSE TRADE STATISTICS REPORTING CLASSIFICATIONS MAY INCLUDE BASKET CATEGORIES IN WHICH NON-THEME PRODUCTS ARE INCLUDED, MAGNITUDES PROVIDED ABOVE MAY BE DISTORTED. POST REQUESTED TO:

1. STATE IF REPORTED MAGNITUDES ARE APPROXIMATELY RELIABLE. IF NOT, SPECIFY APPROPRIATE ADJUSTMENTS. ESTIMATES MAY BE NECESSARY AND ARE ACCEPTABLE.

2. PROVIDE ESTIMATED TOTAL VALUE, IN U.S. DOLLARS, OF LOCAL PRODUCTION OF THEME PRODUCTS FOR THE MOST RECENT YEAR FOR WHICH FULL STATISTICS ARE AVAILABLE. STATE THE YEAR.

3. FOR THE STATED YEAR, ESTIMATE PERCENTAGE OF TOTAL LOCAL CONSUMPTION SUPPLIED BY WORLD AND BY U.S. IMPORTS. REPORT THE TOTAL DOLLAR VALUE OF STATED YEAR CONSUMPTION.

4. ESTIMATE TOTAL LOCAL CONSUMPTION PERCENTAGE GROWTH RATE FROM THE STATED YEAR THROUGH THE FOLLOWING 3-5 YEARS. STATE FINAL YEAR TOTAL PROJECTED DOLLAR VALUE OF CONSUMPTION.

5. ESTIMATE, SEPARATELY, WORLD AND U.S. IMPORT PERCENTAGE GROWTH RATE FROM THE STATED YEAR THROUGH THE FOLLOWING 3-5 YEARS. STATE FINAL YEAR TOTAL PROJECTED DOLLAR VALUE OF WORLD AND U.S. IMPORTS.

6. SPECIFY APPROXIMATE NUMBER OF ALL SIGNIFICANT END-USERS. WHICH OF SECTORS LISTED IN SECTION 3, OR OTHERS, ARE LIKELY TO PROVE MOST IMPORTANT OVER NEXT THREE-FIVE YEARS?

7. STATE WHETHER, IN POST OPINION, UNIVERSE OF CURRENT OR PROSPECTIVE END-USERS AND THEIR TECHNOLOGICAL SOPHISTICATION MERITS PROPOSED EVENT.
UNCLASSIFIED

PAGE 08 STATE 215776

8. WHICH PRODUCTS OR PRODUCT SUB-CATEGORIES ARE LIKELY, IN POST'S JUDGEMENT, TO OFFER BEST SALES POTENTIAL FOR AMERICAN MANUFACTURERS?

9. BRIEFLY, CITE ANY KNOWN PRIVATE OR GOVERNMENT PLANS, PROJECTS, OR POLICIES WHICH MAY MARKEDLY INCREASE OR

REDUCE DEMAND (OR IMPORTS) FOR THEME PRODUCTS IN FUTURE.

10. ACTION SCHEDULE: RECEIPT OF COMPLETE REPORT IN
WASHINGTON, D. C.: 1 OCTOBER, 1975.

COMMERCE DECISION 3 OCTOBER 1975
PLANS PACKAGE SUB-
MISSION TO SAD 15 OCTOBER 1975

EVENT DATES: APRIL 1976

11. THE REQUESTED SUPPORT FOR THIS PROPOSED EVENT
IS PROVIDED FOR IN THE FY 76 CCP UNDER THE ALLOCATION
OF US TRADE CENTER RESOURCES ON PAGE 20. KISSINGER

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<< END OF DOCUMENT >>

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